



Carlsbad Guiding Principles



CONNECTING

Building Partnerships to support sustainable connections that create a community where people want to live both physically and socially.

Carlsbad is community that cares about:

- Being a walkable community with a well developed trail system.
- *Providing mixed-use gathering spots supported by...*
- Public transportation city wide and access to parking.
- Strong communication.
- Good transportation networks.
- Neighborhoods with a strong sense of identity (are encouraged and accepted within the city as a whole).
- Associations and activities that bring people together to be involved and accountable.

Carlsbad encourages the development of partnerships between community groups to create:

- Community information to help all residents feel welcome.
- Community dialogue.
- Volunteer opportunities.
- Community events for all ages.



COMMUNITY

A sense of caring, commitment, respect and courtesy.

In Carlsbad, community is:

- Opportunities for people to interact, feel accepted and involved.
- Where communication is open and useful.
- A sense of family and citizenship fostered in an aesthetically pleasing environment.



PLACE

Community planning provides opportunities for partnerships that are the tools that make “place” happen.

Carlsbad is a place where:

- The integration of the arts and culture spiritually embraces Carlsbad’s quaint character.
- Design is sensitive to the human scale allowing for a balance of commercial and residential opportunities while providing necessary neighborhood facilities.
- There is a sense of safety, warmth in an aesthetically pleasing environment that is welcoming to all ages.
- There is a mix of gathering places that honor the environment and provide opportunities to enjoy Carlsbad’s natural beauty.



SPIRIT

The essence of Carlsbad is shared commitment to connections and partnerships that build community.

Carlsbad’s spirit reflects:

- The influence of shared ideas and responsibility.
- The diversity of neighborhood character.
- A sense of harmony and belonging for all generations.
- The importance of historical/cultural roots.
- Pride in community – one shared identity.
- Community hospitality where everyone feels welcomed and included.